

VOLUME 1

DECEMBER 1909

INDIANA STATE LIBRARY

NUMBER 1

FORWARD!

**The Magazine
for Indianapolis**

WHAT DOES INDIANAPOLIS NEED MOST

ANSWERED BY

Senator Beveridge
Hugh J. McGowan
Edgar A. Perkins
Aquilla Q. Jones
Grace Julian Clarke
Volney T. Malott
Dr. E. D. Clark
F. D. Stalnaker
Bishop Francis
A. H. Godard
C. N. Kendall
H. H. Rice

A CITY'S BEST
CHRISTMAS GIFT



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OF INDIANAPOLIS

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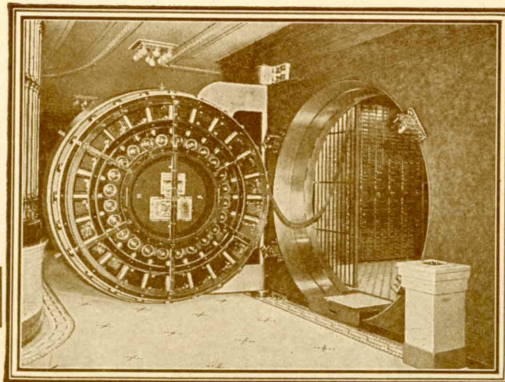
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No. 18 North Meridian Street

FORWARD!

The Magazine for Indianapolis

Vol. I

DECEMBER, 1909

No. 1

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FORWARD! is published on the tenth of each month, which is Indianapolis Day, by the Commercial Club of Indianapolis, under the supervision of the FORWARD! COMMITTEE—Walton L. Dynes, John E. Hollett, Franklin Vonnegut and R. G. McClure

FORWARD! is read by 10,000 business and professional men of Indianapolis
Advertising rates will be furnished upon application. Address FORWARD! Indianapolis, Ind.
This magazine is printed by the Hollenbeck Press

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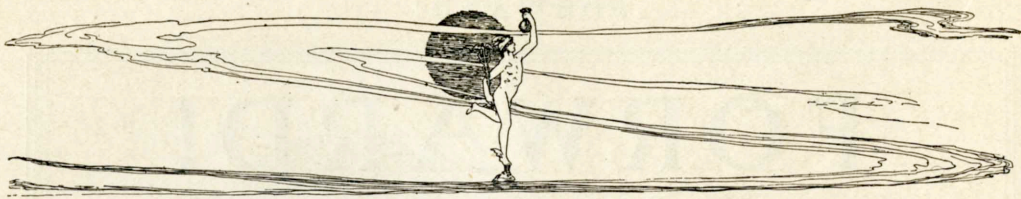
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FORWARD! is not a magazine movement. It is a magazine identified with a movement. The movement is as old as the magazine is new. We are merely getting on the band wagon, and we'd like to have your company. Whither? FORWARD! It's the only direction worth while, and the satisfaction gained is as much in the *going* as in the object attained at the journey's end.

Progress is the child of appreciation and understanding. If we understand and appreciate what we have, then we appreciate and understand what we have not. That's where FORWARD! comes in. It is and will be strong for understanding and appreciation. That means progress.

It's true that Indianapolis has been doing very well. But Indianapolis can do better. Let's not take things as they come. Let's reach out for them. That will be better.

FORWARD! will come regularly to you and 9,999 others on the tenth day of each month until you say stop. You can escape in no other way. We've got it fixed. It will cost you nothing, however, except the time you give its pages. Also, we give a premium: a ride on the band wagon. It's a fine old vehicle. Will you read and ride with us?

FORWARD!

THE MAGAZINE FOR INDIANAPOLIS

GUERNSEY VAN RIPER, *Editor*

MERLE SIDENER, *Manager*

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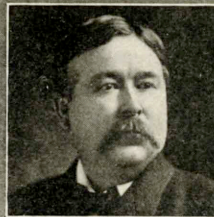
A CITY'S BEST CHRISTMAS GIFT

Senator Beveridge

Frank D. Stalnaker

Hugh J. McGowan

Bishop Francis



"What does Indianapolis need most? If, on Christmas eve, you could put one gift, whatever you willed, in the municipal stocking, what would that gift be?"

Twelve answers, coming from twelve distinct fields of activity, have been made to these questions by representative citizens of Indianapolis.

By Senator Albert J. Beveridge

IT is hard to say what the *greatest* need of Indianapolis is; but it is certain that one great need is to make wise plans for park accommodations in the future. The city is still comparatively young, but it is growing very fast and very solidly. If this problem is taken up in time, it can be handled easily and cheaply. If it is put off for another generation we will be in the same difficulty in which Chicago and other cities that have neglected this vital question now find themselves. It is not necessary to spend much money at present; but plans can be laid and grounds secured at comparatively light expense before the city gets too big.

By Hugh J. McGowan

WHAT does Indianapolis need most? If this question were asked in the spring time, I should answer unhesitatingly: More parks and breathing spots for the poorer children who live in congested localities, believing as I do

that such recreation grounds would contribute not only to the health and happiness, but likewise to the moral and physical well-being of the rising generation.

But now that we are approaching the holiday season it seems to me that Indianapolis needs most, generous men and women who will see to it that no boy or girl, irrespective of race, color or creed, will be deprived of any of the comforts which we associate with Christmas, and that these conditions are not confined to one day but extended throughout the winter. Fortunately, our fair city is blessed with many who are charitably disposed but the number can not be too great.



By C. N. Kendall

A GIFT to the "school city" by some wealthy, public-spirited man or woman, of a technical school for boys and girls upwards of fourteen years of age. The school should be largely vocational in character and in operation for forty-eight weeks in the year. Its purpose would be to train boys in vocational activities that would afford an introduction to the trades; to train girls in the domestic arts, that would result in greater individual value as wage-earners and home-makers.

The course would include laboratory instruction in the sciences related to shop work, English, commercial geography, history and hygiene.

The school should be equipped with two gymnasiums—one for boys, the other for girls; a swimming pool to be a part of the equipment. It should be conducted on the theory that incompetency is an evil next to illiteracy. It would not take the place of the high schools, but its establishment would relieve the present crowded condition of the Manual Training High School.

The donor to establish the plant, and in addition to provide a fund sufficient to yield an income, say of \$10,000 a year, to in part maintain the school. The establishment of this school, with the endowment suggested, would give the board of school commissioners an opportunity to develop adequately semi-vocational schools in different parts of the city for pupils of the seventh and eighth grade age, the board being thus relieved in part of the necessity of caring for pupils entitled, under the law, to secondary education.



By A. H. Godard

IF I had the power I would present Indianapolis with a fund of such magnitude as would permit of the establishment of a good government work among the foreigners within its borders. This fund would be a perpetual fund, applicable to the work year by year. It would permit of the organization of all foreign-born men within our limits into groups according to nationalities for the purpose of developing good citizenship.

To all students of the question suggested it is a well-known fact that no work on a large scale can be done with these men except by nationalities. I would have the fund large enough to permit of this kind of supervision so that the twenty nationalities numbering 11,000 foreign-born men now living

in the city of Indianapolis would be dealt with in a hand to hand fashion, educationally, morally, socially, physically and spiritually. The present and future foreign-born citizenship of our city would thus be moulded after American ideals, without which there is the gravest danger ahead of us all.

By Volney T. Malott

MORE than anything else Indianapolis needs a conservative and economical city administration. The people should have a rest from the burden of street improvements. This work should not, in my opinion, be prosecuted as vigorously as it has been in the past—at least not for a while. Let the people have a rest; give them a chance to catch their breath.

By Grace Julian Clarke

WHAT Indianapolis needs above everything else is a little more honesty—public and private—considerably more independence in judgment, and a vast accession of faith in ideals. This city is almost the last place in the world where a moral crusade would receive hospitality. It is too “respectable” to harbor anything of such questionable good form.

Yet almost every one knows that control of our city government goes to the highest bidder, and that no matter which side wins in an election the worst element will control. For the worst element in one side is in league with the worst element on the other. They understand one another perfectly, and share in the spoils, while the people sit helplessly by, too cowardly, faint-hearted and lacking in public spirit to assert their prerogative.

The women who worked to secure Miss Nicholson's election have been complimented on the manner in which they made their canvass for votes. Men tell them complacently that they went at it not like tyros, but as if they had been schooled in the business. Allow one on the inside to insist that they were simply honest and straightforward, made no entangling alliances, and never lost sight of the goal toward which they were working—a woman on the school board.

An ideal is a great asset. About the best thing Grover Cleveland ever said was spoken only a short time before his death, when he declared:

“The land we live in seems to be strong and active. But how fares the land that lives in us? Are we sure that we are doing all we ought to keep it in vigor and health? Are we keeping its roots well-surrounded by the fertile soil of loving allegiance, and are we furnishing them the invigorating moisture of unselfish fidelity?”

By Edgar A. Perkins

PUT in the municipal stocking one gift—what would it be? A building ordinance that would make impossible alley residences; that would provide for adequate ground space about all dwellings; that would compel connection

with the city water service and with the sewer. Situated as Indianapolis is, with the good building country round about and the good transportation facilities we have, I know of no gift that would bring more to the community than this.

By Frank D. Stalnaker

MORE light. The streets of Indianapolis—the business streets—are far too dark. They should be made brilliant at night so that visitors, or our own people, would not be compelled to grope their way about.

St. Louis and Denver have made progress in this direction and Indianapolis should not lag. No other one thing would be of greater benefit to the merchants of Indianapolis.

By Bishop Joseph M. Francis

IN common with a number of other American commonwealths, the greatest need of Indianapolis is clean city government.

Were it possible, my Christmas gift to Indianapolis would be an infusion into every one of its citizens of higher civic ideals and a truer patriotism, which would manifest themselves in these ways:

First, in a banding together of the best men of the city—morally and intellectually—to effect and compel reforms;

Second, in a willingness on the part of these same men, at personal cost, to accept office as a service to the city and country, not for gain but for duty's sake;

Third, in the elimination of political parties in civic affairs and of adhesion to them as such;

Fourth, in a universal, and therefore compelling, demand that character and fitness be the qualifications of every officeholder.

By H. H. Rice

I WISH that all citizens of Indianapolis might have a proper conception of the rights of others; both those who employ and those who are employed; that the city authorities, the newspapers, judges and all good citizens should make it known to those men (unfortunately also citizens) who resort to violence to accomplish or emphasize their demands, that neither violence nor intimidation will be tolerated in this city. The manufacturer must obey the law, and so must the workman.

The advice of Mr. Thomas Fitch, former vice-president of the International Brotherhood of Locomotive Engineers, in convention in Los Angeles, is pertinent at this time:

"If you don't like the law, then use your votes to change it. But while it is law, drop the club and knife and the gun and the dynamite bomb and obey the law. If there is a worker who has what you consider to be a bad taste and the poor judgment not to belong to a union, you are not obliged to as-

sociate with him or greet him with friendliness when you meet. But you are obliged not to assault or molest him. He may be, in your opinion, a scab, but he has a legal right to be a scab if he chooses. He has a legal right to work for whomsoever he pleases, at whatever rate of wages he pleases and for whatever number of hours each day he pleases. Persuade him to stand by his fellow workmen if you can. That is your right. But keep your hands off him, for it is not your right to assault him. You may be sure that if you attempt violence there will step to the front a deputy United States marshal, who will say to you with a voice of 75,000,000 of people, and with the bayonets of an army behind him, 'Let that man pass to his labors.'"

By Dr. Edmund D. Clark

I WOULD build and equip additional buildings for the city hospital: A Children's Hospital, a Contagious Disease Hospital, modern surgical and medical wards, a Nurses' Home and a home for the superintendent. I would set aside enough money to run the entire institution in the most efficient manner. I would spend, approximately, \$450,000 in buildings and equipment and would appropriate a sum sufficient to allow \$2 per day for each patient cared for.

Can you think of anything nobler than to take sick parents or children from a poverty-stricken home and surround them with cheerfulness, cleanliness and skilled attention?

By Aquilla Q. Jones

I N a material way, for the health and enjoyment of her people, Indianapolis most needs a speedy completion of her boulevard system. The plan outlined by the park commissioners is beautiful in design and, when fully executed, will afford rest and pleasure to all who love the outdoor life and the beautiful in nature embellished and refined by the artistic mind of man. Our rivers, creeks and runs, with unusual natural beauties, have given the landscape artist a rare opportunity to exhibit his skill, and the fulfilment of the park plan will not only bring health and pleasure to our citizens, but will also add further renown to our city, already known as one of the most beautiful in the world.

WHITTLED DOWN TO STOCKING SIZE

Senator Beveridge—Provision for parks of Greater Indianapolis.
Volney T. Malott—A conservative and economical city administration.
Hugh J. McGowan—Christmas cheer for poor children.
A. H. Godard—Organization and education of foreign residents.
Grace Julian Clarke—Public and private honesty and faith in ideals.
Edgar A. Perkins—An ordinance forbidding alley residences.
C. N. Kendall—A vocational training school in city's school system.
Frank D. Stalnaker—More light for the business streets.
Bishop Francis—Clean city government.
H. H. Rice—A proper conception of law and other rights.
Dr. Edmund D. Clark—Additional buildings for the city hospital.
Aquilla Q. Jones—Completed boulevard system.

MUNICIPAL RESEARCH—FOR WHAT?

HOW NEW YORK CITY GOT THE HOOK AND HOW
INDIANAPOLIS CAN PROFIT BY A SAD EXPERIENCE

BY

MERLE N. A. WALKER

NOT long ago New York city was paying \$2 each for certain clothes-hooks used in the municipal household. Then something happened, and to-day New York is buying the same clothes-hooks for 6 cents each.

At about the same time that New York was getting the \$2 hooks, two hundred employes of the New York city controller were working from 10 A. M. to 3 P. M. daily, and were drawing for that work a full day's pay. It is probable that they were hanging their coats and hats on the \$2 hooks. Then something happened to two hundred civic sinecures. One hundred of the men, by request, sought other jobs and began hanging their coats on cheaper hooks. The other hundred began registering their daily official appearance at about 8 A. M. on a time clock in the controller's office. They also registered out at about 5 P. M. The city of New York thereby saved the salaries of one hundred men with no loss in the amount of service.

WHAT THE "WHYS" DID

Something was wrong, evidently, in the old days. The same municipal condition which made possible the \$2 hook made life very easy for the controller's two hundred. The \$2 clothes-hooks were a matter of record. The intrepid two hundred came daily at 10 A. M. and vanished subsequently at 3 P. M. without concealment. It was everybody's business, and consequently no one paid any attention to it.

Then a small company of citizens suddenly took an active interest in the administration of the city's business. That is what happened. They entered the con-

troller's office, looked about and began asking "why?" "Why" was this, "why" was that? "Why" did the two hundred not work all day for a day's wage? "Why" was the city paying \$2 for a 6-cent clothes-hook? No one could explain. Specific permission for the abuses could not be accurately traced. It was a condition that, like Topsy, "just grew." Things were wrong. There were leaks in the municipal ship. The mere announcement of the abuses brought virtuous indignation from the city officials and righteous wrath from the voters. Incidentally those particular abuses ceased immediately. Publicity was their death warrant.

NOT A MUCK-RAKING SCHEME

The inquisitive gentlemen who thus invaded the controller's office bent their energies in other municipal directions, with equally beneficial results. They made their findings known. Conditions were remedied, and the Bureau of Municipal Research became an established factor in Greater New York.

The Bureau of Municipal Research is not a reform. Its tool is not the muck-rake. Its purpose is merely the application of strong business sense to municipal affairs.

The modern business man is familiar with the new system of corporate auditing. He realizes the immense value and advantage of the employment of experts to audit the accounts of his concern—experts who can suggest plans that will result in more economical buying, greater care in employment and a more perfect system of organization.

The present day corporation and the present day business man have learned

the value of the audit and of the auditing company. They know by experience that the auditing company will discover for them the leaks in their business—weak spots in their system—and will show them where they can buy better and sell better. The Bureau of Municipal Research is only another name for the Civic Auditing Company. An auditing company is a company of financial experts who make it their business to know how to conduct other men's business. The practical operation of this Civic Auditing Company is a matter that should appeal to every taxpayer—large or small—for it produces in the business affairs of the city the same straight, careful, well - organized business policies used by a properly regulated and successful corporation. It stops the leaks.

It is a peculiar thing that modern business methods, when suggested for public business, are invariably discountenanced and discredited. The municipal corporation is nothing but a great big financial corporation, in which the voter is the stockholder and pays his assessment by taxation. When this is realized, it is inconceivable that, long ago, business men have not applied common, ordinary business policies and plans to the management of public affairs.

Many of the municipal abuses of the present day have grown up and flourished

because of laxness and loose methods, rather than criminal intent, in official places. Those interested in civic affairs have stumbled along for years in the name of reform, re-making men and re-making measures. The re-making of men has failed them, but they have at last

found a solution of the municipal problem in the item of measures — business measures.

That is the office of the Bureau of Municipal Research—the application of business measures or policies to public business. The private auditing company is free from any connection with the concern to be audited. The same relation should exist between the Bureau of Municipal Research and the municipality.

It was formerly the custom for concerns to audit their own accounts. It is now the accepted custom for private or outside expert auditing companies to audit the business of every well-

regulated concern. For the same reason it is essential that any bureau of research should receive its financial support either by voluntary contributions, or by such special provision as will keep its investigations free and clear of any bias, prejudice or influence which might induce it to color, conceal or elaborate its information and facts.

It is highly probable that the \$2 clothes-hook is not indigenous to Indian-



MERLE N. A. WALKER

apolis. The discovery of that luxury is given merely as an incident.

The most effective work accomplished by the Bureau of Municipal Research is in its organization of the annual city budget. It has become effective in this respect by simply requiring of the officers submitting the budget an exact statement of the expenses and funds required for each particular item of expense for the succeeding year. This, again, you will realize, is a plain, simple matter of business applied to city affairs. For years we have been given over to the idea of an estimate. The bureau of research searches the estimate and makes it a detailed specification and bill of particulars.

The agitation in Indianapolis for a Bureau of Municipal Research was begun some months ago, and was encouraged by the Commercial Club, and has since been encouraged by the Board of Trade, Merchants' Association and several of the prominent men of the city, who have volunteered to contribute liberally to the support and maintenance of an institution which will discover for us the assets of our city. No statements have ever been given to the people showing them, by item, the actual assets of our city corporation, and this is the basis of all municipal valuation.

PREVENTS POLITICAL PRICES

The Bureau of Municipal Research would have for its purpose the discovery of every mule and every street-cleaning implement, for the purpose of disclosing whether mules or implements just purchased were necessary, or whether it was an unnecessary expenditure made simply for the purpose of buying from a particular friend of the administration.

The Bureau of Research would digest the city budget and require each officer to specify the actual items of expense.

There would be no more estimates. The Bureau of Municipal Research would disclose whether the city was paying a fair market price for goods which it bought, or a political price which would represent the market price plus the political pull.

The Bureau of Municipal Research is an institution that will be required in every municipal corporation sooner or later. It will come just as certainly as an independent auditing company has grown out of our commercial life. We have speculated long enough, and have now reached the period of auditing. The people must know the facts from a responsible, careful, impartial and unbiased concern which looks only to the discovery of the facts. This agency is the Bureau of Municipal Research.

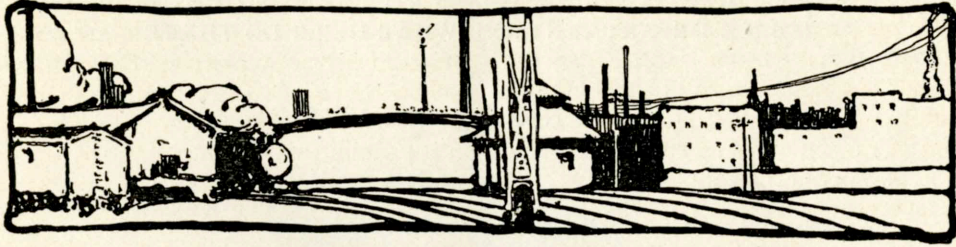
TRANSFERRING CITY'S ASSETS

The Bureau of Municipal Research in Indianapolis will be especially appropriate at this particular time, when, after January 1, 1910, a new administration will proceed to establish new lines of government and new plans of government. And, just as one corporation, passing into the hands of another in the business world must give a list of its assets and a detailed statement of its property, so should the administration that passes out on December 31, 1909, give to the administration that comes in on January 1, 1910, an itemized statement of its assets and of its property. In other words, it should render a true, correct and complete commercial account.

The organization of the Bureau of Municipal Research should be perfected in order that a correct start may be made on purely business lines, treating the city of Indianapolis as if it were a private corporation wherein the stockholders demanded annually an accounting and a careful audit of assets and expenditures.

It's just like a boomerang. The work you do for Indianapolis returns as personal profit. Try a boomerang some day. It's the best kind of exercise.

The ORIGIN of "NO MEAN CITY"



BUT PAUL SAID, I AM * * * OF TARSUS, A CITY IN CILICIA, A
CITIZEN OF NO MEAN CITY. *Acts 21: 39*

EVERY ONE knows that Indianapolis is "no mean city," but comparatively few are familiar with the circumstance of the christening. Ex-President Benjamin Harrison, as guest of honor at a banquet given him by the Commercial Club of Indianapolis, April 13, 1897, took the words from the lips of Paul, and brought them home to the city of his adoption.

As Paul was proud of Tarsus, so was Gen. Harrison proud of Indianapolis. He pointed out Paul's faith in Tarsus:

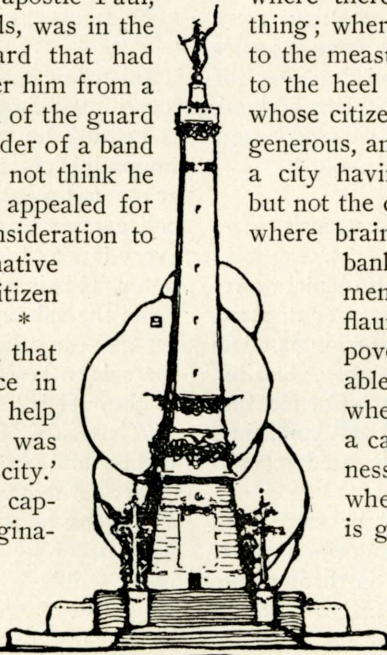
"No mean city! The apostle Paul, when he used these words, was in the hands of a Roman guard that had come on the run to deliver him from a Jewish mob. The captain of the guard believed him to be the leader of a band of murderers, but he did not think he should be lynched. Paul appealed for identification and for consideration to the fact that he was a native of Tarsus in Cilicia—a citizen of 'no mean city.' * * *

"Paul * * * assumed that there was carrying force in the name itself; that the help of granulated adjectives was not needed—'no mean city.' He left something to the captain's knowledge and imagination."

General Harrison detailed the fame of

Tarsus—referred to its schools, roads and its commerce, drawing in each instance a comparison with Indianapolis, which led him to conclude that his own home might, in all justice, lay claim to the title, "no mean city." He closed his address with a word picture of the ideal city.

"It must be a city," he said, "where the people diligently mind their own business and the public business, and do both with a decent regard to the judgments and rights of other men; a city where there is no boss rule in anything; where all men are not brought to the measure of one man's mind, or to the heel of one man's will; a city whose citizens are brave and true and generous, and who care for their own; a city having the community spirit, but not the communistic spirit; * * * where brains and manners, and not bank balances, give ratings to men; where there is neither flaunting wealth nor envious poverty; where life is comfortable and toil honorable; * * * where the broad judgments of a capital, and not the narrowness of a province, prevail; where the commerce in goods is great, but not greater than the exchanges of thought and of neighborly kindness."



“IF I WERE CHIEF”

HOW MARTIN HYLAND ROSE TO THE TOP OF THE
POLICE DEPARTMENT AND WHAT HE'LL DO THERE

BY

GUERNSEY VAN RIPER

“If I am elected Mayor of Indianapolis, Martin Hyland will be my Chief of Police.”

—Samuel Lewis Shank to the people.

“We hereby elect you Mayor of Indianapolis.”—The people to Samuel Lewis Shank, Nov. 2, 1909.

“IF I were Chief of Police I would be the very best Chief of Police I know how to be.”

That is the platform of Martin Hyland, now captain of police, and it is as modest and unassuming as the man himself. And that is his promise to the people of Indianapolis in the light of a certain November event.

On the 5th day of March, 1884, which was Friday, a young marble cutter in the shop of August Diener, on Washington street, read in a morning newspaper that eight policemen had resigned from the force. As he read it dawned upon him that, for a long time, he had wanted to be a policeman. Here, of a sudden, were eight opportunities. He put away his tools and took off his apron, and that was the last of marble cutting for Martin Hyland. At the age of 24 he began carving a new career, and he lost no time about it.

POLICEMEN AND BAD HABITS

Maj. Roswell S. Hill, who had just retired from the office of treasurer of state, had pronounced views concerning policemen—pronounced and not pleasing. Therefore, when he gave audience that day to his young friend Hyland, and learned his errand, he expressed himself with utmost candor.

“I’m for you, Martin,” he said, “but think it over, boy. A policeman never amounts to anything. He is thrown into bad company and picks up bad habits. Stick to your trade.”

Hyland was respectful, but insistent, and when Major Hill became convinced that the marble cutters were really going to lose one of their number, he made his word good and was “for Martin.” Hyland filed his application, and the Board of Police Commissioners, composed of Volney T. Malott, John P. Frenzel and John W. Murphy, made him a policeman on the following day, Saturday. On Monday he began walking a beat as a patrolman. It’s been a long walk, and it’s taken a long time—about twenty-six years—but it has led right up to the chair of Chief in a big and hustling city.

BREAKING THE SALOON LAW

Restraint and regulation is the Hyland idea in dealing with police problems. This is because he believes that elimination is impossible as applied to most forms of crime and misdemeanor. His ideal of the police government of a city is one in which every law and ordinance is enforced to the letter. This is not always possible, he says. Take the saloon problem for example.

“Can the saloon keeper be made to obey the saloon law? Should he be compelled to obey it?”

“Certainly,” said Hyland. “He should respect and obey the law just as any other citizen. But, speaking of the saloon keeper as a class, he does not do it. The saloons have never lived up to the law, and they never will.”

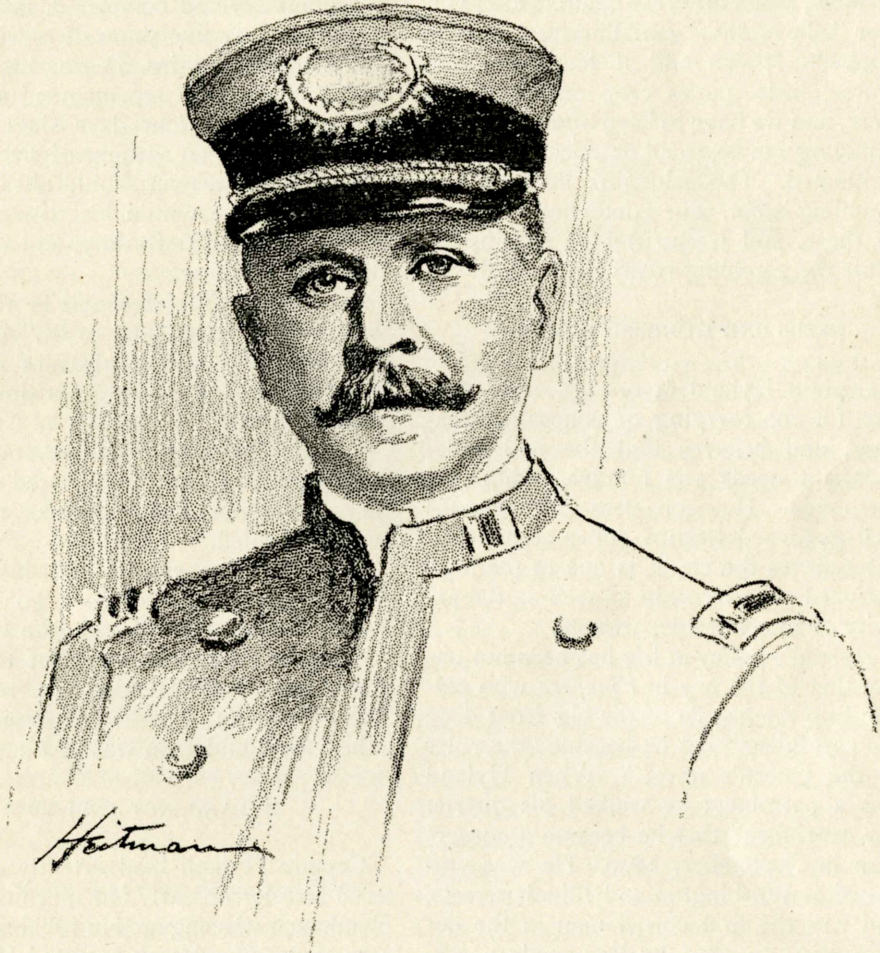
“Why?”

“Because of the law itself. The penalty

is not one to be feared. Give us a law like that of Pennsylvania, or some of the other states where there is a real penalty, and I'll say to you that the violation of the saloon law will be reduced to a minimum without police crusades. It will stop of its

\$40 or \$50 by staying open. If he is caught the penalty will be \$10 and costs. Even at that there is a profit for him. But he figures, also, that he may not be caught. He will take extra precautions.

"We haven't enough policemen to



MARTIN HYLAND

own accord. The saloon question is just that easy.

"As the law stands it is cheaper for the saloon keeper to take a chance and stay open in illegal hours and be fined than it would be to stay closed and miss a certain amount of trade. For example: There is something going on in town on Sunday. The saloon keeper believes he can make

watch every saloon keeper in Indianapolis all the time, and while we are watching one another is doing business. If we take unusual precautions to catch him he takes unusual precautions not to get caught. The Pennsylvania law provides a fine of approximately \$500 for the first offense, a higher fine and imprisonment for the second, and, in addition, the license is re-

voked. Another license will not be granted for the same room for a period of two years. In Indianapolis another man may apply for a license in the same room, and get it as soon as the formalities are gone through. That's the difference."

"How about gambling?"

"Now, that's different again. Don't you ever believe that gambling can not be stopped. It can and it has been. Of course, little games crop out here and there, and we have to keep after them, but gambling can be, to all practical purposes, eliminated. The saloon is licensed and gambling is not. The saloon has a right to be there, and it can not be eliminated, while the gambling room can."

NEEDS ONE HUNDRED NEW MEN

Captain Hyland favors a severer penalty for the carrying of concealed weapons, and believes that the police department needs one hundred additional patrolmen. He considers Indianapolis well governed from a police standpoint, but believes the credit is due to the high standard of citizenship as well as the activity of the police department.

Hyland's policy in life has been not unlike that of the boy in *Pinafore* who polished up the handle of the big front door "so carefuller" that he became "the ruler of the Queen's navee." When Hyland was a patrolman he walked his district "so carefuller" that he became a corner-man in September, 1890. He was stationed at Washington and Illinois streets, and was the first corner-man in the department. In 1891 he was made a sergeant, and in 1900 he became desk sergeant.

When Charles A. Bookwalter became Mayor in 1902, Hyland was made acting superintendent, succeeding James F. Quigley. The appointment was a surprise to him, and to make the surprise general he immediately requested the Mayor to name some one else for the place. This was because his term as superintendent would have expired before the twenty-five

years of service necessary to his retirement on pension. He did not care to finish his service in reduced rank. Six weeks later "Al" Taffe was appointed superintendent and Hyland was given the rank of captain. He has held the position ever since.

Captain Hyland completed, last October, his twenty-five years of service, and had intended to retire. During his service he has never been reprimanded and has lost only twenty-four days—less than a day each year—on account of sickness.

He believes a man should always give the best service within his power. That is his idea of a Chief's duty, and a patrolman's, as well.

"If I were Chief I would be the very best Chief I know how to be," he says, "and it would be my pleasure to have every man under me render a similar account of himself."

Captain Hyland has had several thrilling encounters and has suffered one injury, in pursuing a highwayman, that can never be healed.

One of the mementos of his police service is a watch charm—a gold-plated bullet—presented to him by Lon Henderson. It was presented without the gold plate, hot from Henderson's revolver. There was no speech of presentation, either, for Henderson was in a hurry.

HYLAND NOT INVITED

Captain Hyland inadvertently encountered Henderson early one morning while Henderson was engaged in robbing a grocery store. Henderson resented Hyland's intrusion and several shots were exchanged. One bullet struck Hyland in the breast, hit a rib and glanced. Afterward he had the bullet plated. Henderson is now in prison. Whenever Hyland desires to be especially grateful for life and health he opens a drawer in his desk and extracts a search warrant which he carried that night in his breast pocket. Through the center of the warrant there is a bullet hole.



To New York in a Jiffy

Close and lock your desk in Indianapolis this afternoon, and begin your business to-morrow morning in New York City if you so desire. It's possible. Two railroads will be glad to demonstrate it any day you may elect.

For the busy man the new trains of the Pennsylvania and the New York Central Railroads offer unusual advantages for the transaction of business in New York. The New York Central leaves at 2:20 P. M., and arrives in New York the next morning at 9:45 o'clock. The Pennsylvania leaves at 1:30 P. M. and is due in New York at 9:15 A. M. The "eighteen-hour" train to New York is a reality.

Similarly, a great saving of time has been effected in the handling of mails. A new train, exclusively for mail, leaves New York over the Pennsylvania lines at 2:50 P. M., arriving in Indianapolis at 8:05 A. M., in time for morning delivery. A reply can be mailed and on its way in time for delivery during business hours in New York the following day. Heretofore New York letters arrived in Indianapolis too late to have an answer on its way the same day.



A One Night Stand by Riley and Nye

Martin A. Marks, of Cleveland, did not confine himself to charities and benevolences in his recent lecture in Indianapolis. He told a story of the early days of James Whitcomb Riley and "Bill" Nye.

It happened in Madison, Ind., Riley and Nye, then comparatively unknown, had been engaged to appear upon the lecture platform. The Madison people neglected to interest themselves in the sale of tickets. When the fateful night came it fell to the lot of Mr. Marks to inform the two entertainers that only seven tickets

had been sold. He found them in their room at the hotel, where they received the blow in silence.

"And I don't believe it will pay you to go through with it, boys," said Mr. Marks.

Nye was struggling into a shirt.

"Seven tickets," he repeated as his head came through. "Riley, I simply can't understand it. Why, they never heard us here before."



The Winter's Music

Music has caught step and is going forward, too. Two grand opera companies will visit Indianapolis this winter. The Indianapolis Symphony Orchestra has been incorporated and is getting under way with Victor Ila Clark as conductor. Sembrich and Tilly Koenen, brought by the Maennerchor, and Alice Nielsen, Jascha Bron and Cecil Faning, in the People's Concerts, have already been heard. And the season is scarcely begun.

The first grand opera will be given by the new Boston Opera Company January 31. The performance will be the first of Ona B. Talbot's series. Dr. Ludwig Wuellner and the Cincinnati Symphony Orchestra will give the second concert February 7. Ferruccio Busoni, pianist, comes March 7, and the Metropolitan Opera Company April 28 and 29.

The Indianapolis Symphony Orchestra will probably give its first concert before January 1. It is expected that twenty concerts will be given during the season.

The Kneisel Quartet, on February 2, and Hans Richard, pianist, and Elsa Ruegger, 'cellist, March 7, are the final numbers of the People's Concert series.

The German House and the Maennerchor are splendidly equipped for their winter's music, and will give their New Year concerts this month.

THE CLOAK OF CHARITY

HOW THE GARMENT IS STRIPPED FROM UNWORTHY SHOULDERS
AND THE PUBLIC IS PROTECTED BY THE FEDERATED PLAN

BY

THOMAS C. DAY

TO give or not to give—this is not the question. Our only concern should be to give wisely, to deny the unworthy who clamor ever at the door of charity, and to aid the deserving without degrading them.

Experience shows that assistance given to the unfortunate must be so wisely administered that it shall not encourage the beneficiaries to become idle or presumptuous. To solve this problem men have been driven to organize themselves into charitable societies and associations, finding in co-operation the only remedy for this evil, as well as for waste which invariably accompanies indiscriminate giving. Here a further step was found necessary that duplication might be prevented and that genuine need might not be overlooked. This led to the formation of charity organizations, societies with the purpose not only to provide a remedy for the defects mentioned, but to investigate through visitors whom it employs all cases of need that the true conditions might be ascertained and that parasitism might be discouraged.

WEAKNESS OF PRESENT SYSTEM

The Charity Organization Society of this city has rendered valuable service in this direction, especially in the matter of painstaking and thorough investigation; but the weakness of our present system is in the fact that up to this time we have not found a basis whereby we can always secure individual co-operation with the society. If it be asked that no gifts be made at the door to mendicants and beggars, but in all cases they be directed to the office of the Charity Organization Society with the assurance that if their

need is genuine help will be granted, the average citizen at first thinks he will comply with the request. But the next beggar tells a pitiful story, and the importuned citizen, being pushed for time, hurriedly bestows some money, not knowing if he has done good or harm. Now and then some person, remembering the caution, makes a brave effort to comply with the request. So he directs the applicant to the office of the society, but the beggar is prepared with his answer; he has been there. "They won't do anything" for him; the plausible tale works on his sympathies, and, impatiently condemning the society for not "attending to its business," he gives the beggar a piece of money and turns to other affairs.

SOLICITOR'S TACT IS BIG FACTOR

And in the solicitation for contributions to charitable associations the sum given is often determined by the adroitness and tact of the solicitor rather than by the merit of the object.

Under the federated plan, co-operation would be more certainly to be secured because it is provided for by a system of connecting links from committee on charities to the donor. The committee, having investigated all associations proposing to appeal to the public for contributions, issues a certificate commending all who have reached a certain standard. Such a certificate is carried by the solicitor, wherein his or her name appears, and no person is expected to subscribe unless this proof of merit and reliability is shown to him.

Still another difficulty confronts us. It is more and more evident to the officers and directors of the various benevolent

societies that some better method must be adopted to raise the money necessary to carry on the work efficiently. It is more difficult from year to year to raise the amount of money needed, while it is equally evident that hundreds of individuals are wasting gifts upon unworthy persons, and "some worthless institutions have collected from the public money which has been expended in maintaining inefficient or needless work."

The people of Cleveland believe they have discovered a remedy for this double evil from which their citizens have likewise suffered. From a report of its committee on benevolent associations made to the Cleveland Chamber of Commerce we glean some pertinent facts. In order to provide facilities for determining the relative merits of the charitable societies of the city, the Chamber of Commerce took the matter up, creating a committee on benevolent associations. Its duties, as expressed at that time, were "to protect the giving public against solicitations for unworthy purposes, and thus to assist worthy and efficient institutions whose income had become adversely affected by the existence of many fraudulent solicitations."

It is found in Cleveland, as with us, that the principal reason for the stringency of money for charitable purposes has been in the fact that, following the improved methods adopted in recent years, the work for the poor and dependent has been made more thorough and greatly enlarged, while the number of persons contributing has not been correspondingly increased. The plan proposed affords an opportunity for a systematic method to be adopted for increasing the number of those who are not already contributors to charitable work, and for edu-

cating existing contributors to greater interest and liberality. The investigations made by the Cleveland committee reveal some curious facts:

First, that of the total sum of \$482,000, contributed annually by the public, 91 per cent is given in sums above \$5.

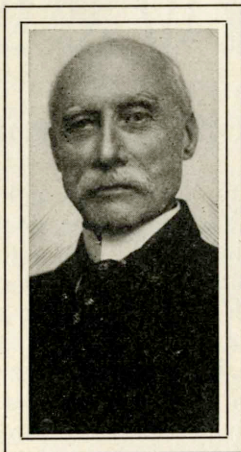
Second, that all of the public contributions to local charity are made by 5,733 individuals, in this city containing 350,000 inhabitants, and 50 per cent of the entire sum collected is secured from 74 persons.

Third, that while there were 61 charitable societies in the city, out of 5,733 contributors but 20 subscribed to 10 societies.

What is more astounding, 4,150 persons did not extend their gifts to more than a single organization.

The effect of showing how much each one contributes has not tended, as some persons feared, to reduce the larger subscriptions. On the contrary, several large contributors express themselves as having found, upon investigation, that their philanthropy aggregated more in their imagination than in actual dollars. Moreover, in every instance where a plan of education has been systematically carried out the contributions have been greatly enlarged.

Whether or not the federated plan can be made practicable and attractive to the people of Indianapolis remains to be seen; but from the weight of evidence offered by the experience in Cleveland in favor of a committee on benevolence, such as exists in that city, it is impossible to escape from the conclusion that a committee such as the Commercial Club has organized would be of great advantage to the benevolent associations of our city, as well as to the people who are in the habit of making public contributions to charitable objects. Nor is it well to assume



THOMAS C. DAY

Chairman of the Commercial Club Committee on Benevolent Associations.

that the plan would eliminate the personal interest between the contributor and the objects of his gifts. The experience of communities which have adopted the method of supervision and investigation does not lead to that conclusion. On the contrary, the co-operative or federated plan seeks to cultivate in all possible ways any individual interest for a definite

work, and the contributor would be encouraged to determine in what direction his or her contribution should go. But along with this fostering of definite interests the committee would make strenuous efforts to give a broader education and arouse a deeper sympathy for the entire charitable field. The worthy would be aided and the unworthy discouraged.



THE KNOCK OF OPPORTUNITY

Opportunity, which is said to knock once at every man's door, is knocking now at the door of every business and professional man in Indianapolis. And it's knocking harder than it ever did before. Opportunity, in this instance, is personified in the Commercial Club, which is extending an invitation to join the club and take part in its activities for a bigger and better city. Just open the door and say "Welcome!" and Opportunity will do the rest.

The club has gained many new and valuable members during the course of the last year, but a special effort is now being made. The regular membership committee has been augmented by an auxiliary committee of sixty hustling men. Indianapolis has been divided into sixty districts, and one member of the committee has been assigned to each district, undertaking to visit each business or professional man in that particular district. He carries with him an urgent invitation to "join."

This movement began in November, and has been very successful. It will probably continue until the end of the club year, which is January 31. It is not a "hurrah" campaign for members, but a quiet, systematic canvass, conducted upon business principles. If you're not a mem-

ber and haven't been invited to become one, don't worry. The man on your beat will get to you. If you're in a hurry to join, don't wait for him, but come on in. This is an invitation.

The membership committee, with its auxiliary members, is making good progress, but it could accomplish great results if other club members would assist. The committee wants volunteers—men who are expert at reaching and convincing men of the value of the opportunity. Frank L. Bridges, who is chairman of the membership committee, can use every man who will lend himself to the canvass. He offers to every club member an opportunity to do something definite and tangible for the club. If you're the man, tell the chairman your name and of your willingness. He lunches at the club every day—and he has a telephone.

Every man owes it to himself and his city to become a member of a civic organization. He owes it to the city in which he lives to give a portion of his time and effort to that city's upbuilding. He has no moral right to sit idly by and share in the benefits wrought by those who give their attention to municipal advancement. What is good for Indianapolis is good for every citizen; what is good for one citizen is good for Indianapolis.



LET'S TALK IT OVER



The Forward Movement

FORWARD! is the Christmas gift of the Commercial Club to the city of Indianapolis. You are one of 10,000 business and professional men of Indianapolis who have received to-day this, the first copy of FORWARD!

FORWARD! will be published once each month, on the tenth, and will be sent to you regularly and without charge. It is the hope of the Commercial Club that FORWARD! although coming this time as an uninvited guest, is not unwelcome. Also, that it will make friends with you and find you ready and anxious for its second and subsequent appearances.

FORWARD! is the magazine for Indianapolis—just that and nothing more. It is for Indianapolis first, last and all the way between. Its one purpose is to further the interests of Indianapolis. It proposes to further these interests by presenting municipal movements and projects for the betterment of the city in a readable and interesting way. If 10,000 representative men can be induced to read there's bound to be a forward movement. That means something better for Indianapolis. That's what the Commercial Club stands for—"something better for Indianapolis." And that is the only axe FORWARD! will grind. Merry Christmas!



A Public Comfort Station

The city council's appropriation of \$20,000 for a public comfort station is one that must meet the approval of every thinking man. It is not only a public convenience, but a public necessity as well. There has been endless delay in securing a favorable vote upon the appropriation, but waiting has brought its reward. The city engineer is going ahead with his

plans for the construction of the station in Kentucky avenue near its intersection with Washington street. If there is no delay the project will be sufficiently advanced by the end of this year to make certain that the appropriation will not revert to the city treasury.



We're going to try the probation system in the police court. It was the idea of James A. Collins and the people of Indianapolis have indorsed it. What Judge Stubbs and the juvenile court are doing for the children, Mr. Collins, as judge of the police court, proposes to do for men and women.



Mr. Thomas C. Day is chairman of the Commercial Club's committee on benevolent associations. This committee is preparing to introduce in Indianapolis a method of supervising charitable and benevolent institutions. Associated with Mr. Day are Albert E. Metzger, W. D. Allison, L. C. Boyd, W. C. Van Arsdell, Charles S. Lewis, John R. Welch and Sol S. Kiser.



Ten thousand business and professional men in Indianapolis are to receive FORWARD! every month. They have been carefully selected as men who are most interested in the progress of Indianapolis. And the man or concern wishing to reach an ideal list of possible business connections finds that the Commercial Club has involuntarily provided him the medium. The business institution that is awake and ambitious will use the advertising pages of FORWARD! as a salesman who is never kept waiting outside the private office door.

BANISHING THE SHADOWS

HOW OTHER CITIES ARE LIGHTING THEIR
BUSINESS STREETS AND THE PROSPECT HERE

BY

JOHN E. HOLLETT

WE are accustomed to praise the beauty and advantages of our city. This is all very good, but when we visit Denver, Seattle, Kansas City, Los Angeles and other cities we find them establishing in a much larger way great parks and boulevards, beautiful streets and street lighting, civic centers and many other things that go to make these great centers of population more attractive places in which to live and rear families. Let us keep step with them.

LIGHT NEEDED MOST

There are a number of needed public improvements, such as an extended and adequate boulevard system, public comfort stations, a method for sewage disposal, etc., and these, we hope, will come as rapidly as possible. There is one public betterment, however, which could and ought to be established at once—that is, a system of artistic and brilliant street lighting for the business section of the city.

About eighteen months ago I brought this matter to the attention of the Commercial Club, and attempted to show that the business section of Indianapolis was poorly lighted, and that, if it were not for the private lighting of the business houses, the downtown portion of Indianapolis would be darker than almost any city of similar size. Later, the subject was broached to the Massachusetts Avenue Merchants' Association, and the members were much in favor of establishing a street lighting system for this avenue alone similar to that in Denver. Members of this association had some negotiations with the city authorities, and it was their understanding that an arrangement

would soon be made by which the lighting system suggested should be established on Massachusetts avenue, Washington, Illinois and Pennsylvania streets.

Next came the sample light, used for advertising as well as street lighting, located at the northeast corner of Meridian and Washington streets. The Mayor announced that it was established only as an experiment, so the citizens might signify their approval or disapproval. The light is built for advertising purposes, and the other requirements are sacrificed to that end. The lighting system of a city of the dignity of Indianapolis should be its own property, and not the means of a private advertising scheme.

It is understood that the proposition to establish the advertising lights has been withdrawn. It is to be hoped that that system will not be further considered.

DENVER SYSTEM CONTEMPLATED

Since then the city authorities have been attempting to secure an equitable contract between the Indianapolis Traction and Terminal Company, the Indianapolis Light and Heat Company and the city, under which the Denver system of street lighting may be established in the business section. The section proposed to be thus lighted is: From the Union Station north to New York street on Illinois; from East street to West street on Washington; from Washington street to Ohio street on Pennsylvania and on Massachusetts avenue to New Jersey street.

There are numerous small towns and cities throughout the country which have established arches of small incandescent lights, reaching across the street. This suggests the carnival, or street fair small

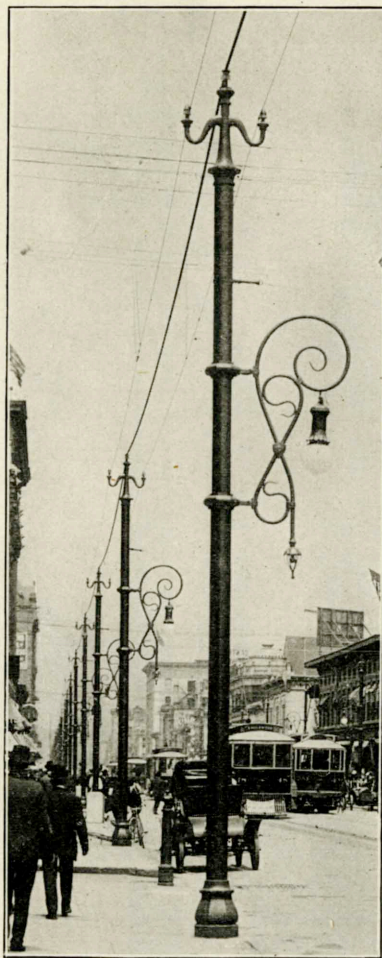
town, and ought not to be used in Indianapolis.

There are two suitable and beautiful systems of street lighting shown to the best advantage in the cities of Denver and Los Angeles. Mayor Speer, with the assistance of the Art Commission of the City and County of Denver, has established a lighting system on Fifteenth and Sixteenth streets in that city which is probably the most effective and artistic in this country. These streets are popularly known throughout the country as "Speer's Great White Way." On each street a combination trolley and light pole is used. On Sixteenth street an ornamental outer casing conceals the inner tube pole which carries the span wire. This was rendered necessary by the refusal of the Tramway Company to set the poles except at the customary angle, to resist the transverse strain (which is from two hundred and fifty to twelve hundred pounds), or to allow that strain to be borne by a cast iron standard.

There are five pairs of poles to the block, at intervals of ninety feet, giving to each block about twenty arc lights. At street intersections the interval is seventy-six feet. The lights are multiple inclosed arcs. The Tramway Company provided new poles, re-spaced according to specifications of the Art Commission, at a cost of about \$66 per pole, and the ornamental outer casings cost the city about \$160

each. The Denver Gas and Electric Company installed the lamps at its own expense, and the city pays annually for current \$60 per lamp. This made a rather expensive lighting system, but the citizens of Denver were so greatly pleased that they insisted that other business streets should be similarly lighted, and were willing to co-operate to any necessary extent.

On Fifteenth street, in view of experience gained on Sixteenth street, the Tramway Company modified its conditions and agreed to set the new poles of extra strength at such an angle as would result in their being pulled almost to the perpendicular by the strain of the span-wire. This enabled the city to dispense with the outer casing first used on Sixteenth street and greatly decreased the cost of installation. The ornamental brackets and fixtures were designed to fit the bare poles, so that the effect is quite as good as where the expensive casing was used on Sixteenth street. The expense to the city of Denver was about \$55 per pole on Fifteenth



FIFTEENTH STREET, DENVER

street; and the installation of this system was rendered possible by the cordial co-operation of the Tramway Company and the lighting company with the city.

Los Angeles is a progressive city, and it has acquired many public improvements, but it is said that no betterment has ever excited such favorable comment from visitors and given such satisfaction

to its residents as the artistic street lighting, first established three years ago as an experiment on Broadway, and now covering almost the entire business section of Los Angeles. Property owners and tenants on a section of Broadway first installed and paid for this special street lighting. The property owners paid the cost of the posts and equipment, while the tenants assumed the expense of maintenance.

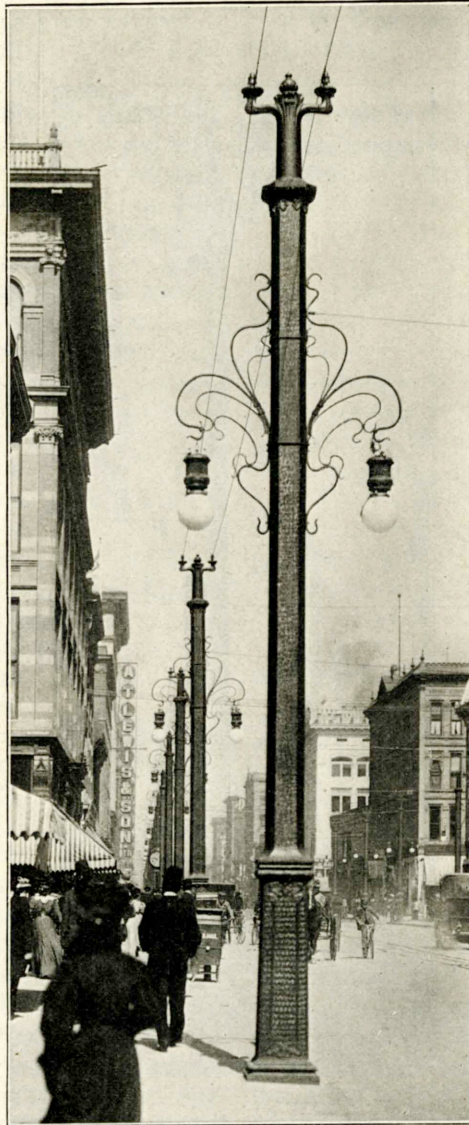
This artistic and effective lighting of Broadway was of such great benefit to the street, and proved so popular with citizens generally, that the city extended the same system farther on Broadway, and established it in the business section of Los Angeles, on Hill, Spring and Main streets, for a distance of five miles. While the style of lights varies on different streets, their general plan is the same. A circular and slender iron pole, slightly ornamented, is mounted at the top by a group of ground glass globes, numbering from five to seven. The lights are fifteen feet from the ground. Three thirty-two candle-power incandescent lamps are enclosed in a large central globe, and a single

thirty-two candle-power lamp is enclosed in each smaller surrounding globe of the group. The poles are set opposite

each other at a distance of one hundred feet apart, and are somewhat similar to those about our Federal building. The cost of maintenance is reduced by operating only part of the lamps after midnight. When all are lighted a very artistic candelabra and boulevard effect is obtained. Michigan avenue in Chicago and Broadway in Gary, Indiana, furnish fine examples of the Los Angeles plan.

It seems to me that the system used on Fifteenth street in Denver could be more readily established in Indianapolis and would be the most effective method of brilliantly and artistically lighting the business section of our city. It is hoped that the public service corporations, which profit most in a material way through the growth and im-

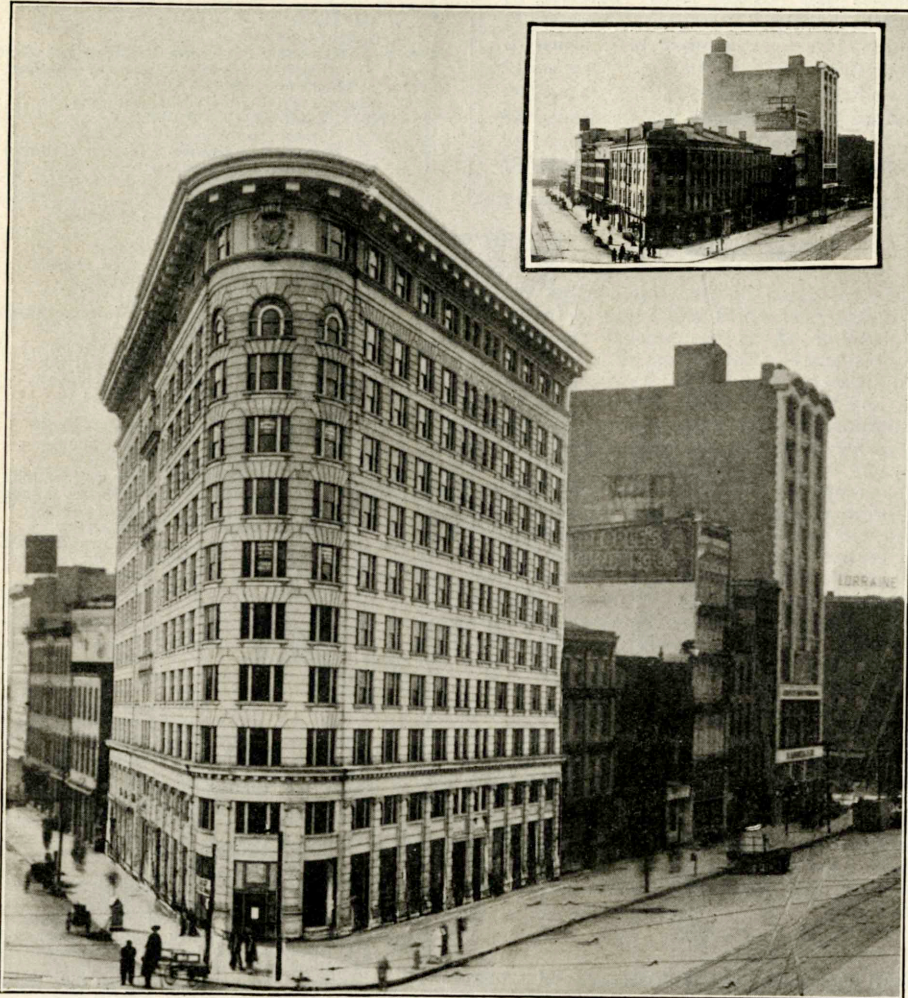
provement of the city, will co-operate in every reasonable way to make possible this needed improvement. What other cities have done well Indianapolis can equal, or excel. There should be no delay. Indianapolis should banish the shadows.



SIXTEENTH STREET, DENVER

A NEW VIEW OF WASHINGTON STREET

AS IT IS



AS IT ISN'T

This is how the intersection of Washington street and Kentucky avenue would appear if the Pythian building were built there, instead of at Pennsylvania street and Massachusetts avenue, where it does stand.

A Symphony Orchestra

Another symphony orchestra has been created in Indianapolis and under a new plan. Business men are going to manage and direct the business affairs of the orchestra and with this in view the following directors have been named in the articles of incorporation: Henry Warrum, president; Joseph A. McGowan, vice-president; Dr. T. Victor Keene, secretary,

and Andrew Smith, treasurer. Victor Ila Clark, who will conduct the orchestra, is also a director.

Indiana people now in Kansas want a home-coming celebration in Indianapolis next fall. They are preparing to come whether any one else does or not. It's not improbable that they will have company, for the project will receive attention in the meantime.

CONVENTION CALENDAR

Indiana Hotel Keepers' Ass'n	December 27
Indiana State Teachers' Ass'n	December 28
Indiana Associated Weeklies	December 31
Indiana Live Stock Breeders' Ass'n	January 6
State Granite Dealers' Ass'n	January 12
State Engineering Society	January 13
Indiana Retail Merchants' Ass'n	January 18
United Mine Workers of America	January 18
Indiana Republican Editors' Ass'n	January 27

Wage Scales at Issue

The convention of the United Mine Workers of America, which will begin in Indianapolis January 18, is of unusual significance. The presidency of the organization is to be decided between Thomas L. Lewis, now president, and William Green, of Coshocton, Ohio. In addition, the convention will outline a definite policy to govern the negotiation of wage contracts in all bituminous fields. All contracts except the anthracite expire in 1910, and the joint conventions which negotiate new scales will be guided by the policy adopted at the convention next month. The states affected are Indiana, Ohio, Central and Western Pennsylvania, West Virginia, Michigan, Illinois, Iowa, Kentucky, Missouri, Kansas, Arkansas, Oklahoma, Texas, Tennessee, Colorado, Montana, Wyoming, Washington and British Columbia and Alberta.

"With the general revival in industry that has taken place since our last contracts were negotiated in the spring of 1908," says President Lewis, "there should be no serious trouble in negotiating and agreeing on the terms of wage agreements governing the mining industry of the country." There will be approximately 1,300 delegates attending the convention here and they will remain about two weeks.



New Members of the Commercial Club

Robert J. Aley, 27 State House
 G. W. Andrew, 201 Odd Fellows Building
 Francis E. Bibbins, care Eli Lilly & Co.
 B. T. Breckenridge, 12 North Illinois street
 Sol Brill, 20 Pembroke Arcade
 Isaac E. Brokaw, 907 Law Building
 Geo. T. Browder, care Browder, Binkley & Twiner Co.
 Edward J. Burke, 31-33 South Pennsylvania street
 Lew Burnham, 211 Traction Building
 C. H. Byfield, 927 Law Building
 Mord. Carter, Continental National Bank
 Pink J. Casady, 141 South Meridian street
 V. H. Church, U. S. Weather Bureau
 Leslie D. Clancy, Federal Building
 James M. Collins, 1123 Law Building
 Elmer E. Crane, 37 South Pennsylvania street
 H. R. Daly, 1 East Washington street
 Harry R. Dauner, 38 South Meridian street
 Dr. M. J. Dobson, 857 West New York street
 Louis Domb, 134 West Washington street
 L. H. Draper, 1118 East Maryland street

Dr. L. M. Dunning, Newton Claypool Building
 J. F. Edwards, 118 East Market street
 Charles R. Fant, 1401 Newman street
 Chas. E. Feely, Indiana Lighting Fixture Company
 E. E. Fillion, care Lehigh Portland Cement Company
 Robert Malott Fletcher, teller
 James L. Glascock, 200 North Delaware street
 Thomas L. Green, president Thomas L. Green Co.
 Charles P. Greenen, 427 East Washington street
 John B. Griffey, A. J. Meyer & Co.
 Dr. H. M. Gwin, 613 State Life Building
 E. M. Haggard, physician
 Henry G. Hamaker, 102 North Pennsylvania street
 Dr. H. G. Hamer, 529 Newton Claypool Building
 Frank A. Hamilton, dentist
 S. W. Haynes, 431 Central Trust Building
 H. Thomas Head, Majestic Building
 William L. Hereth, Indiana National Bank
 Walter C. Hilton, 617 Newton Claypool Building
 A. D. Hitz, 30 South Delaware street
 H. T. Holton, 312 Century Building
 Ferd L. Hollweg, 130 South Meridian street
 O. D. Hopkins, 1102 Odd Fellows Building
 Charles D. Humes, physician
 C. H. Jones, 815 Odd Fellows Building
 Dr. H. J. Jones, 2345 North Meridian street
 Thomas A. Keith, 41-43 Claypool Building
 M. C. Kelly, 9 North Illinois street
 Dr. T. A. Kimberlin, 509 Newton Claypool Building
 E. S. Kinnear, 501 State Life Building
 W. H. Kinnear, 501 State Life Building
 George F. Kreitlein, 208 South Illinois street
 H. A. Krouse, care C. E. Krouse Company
 M. C. Landis, 41-43 Claypool Building
 John A. Lapp, State Library
 John Lewis, 31-33 South Pennsylvania street
 D. R. Lindley, 604 Commercial Club Building
 Frank D. Loomis, 403 Lemcke Building
 William J. Love, Jr., Gallipolis, Ohio (reinstated)
 Benjamin Lyman, Lyman Bros., wholesale mirrors
 Alex. M. McClure, 1414 North Alabama street
 J. Q. A. McClurg, 23-25 East South street
 Joseph A. McGowan, Indianapolis Trac. & Term. Co.
 Homer R. McKinstray, physician
 Alfred W. Markham, 423 East Market street
 Edwin S. Marshall, 3010 Kenwood avenue
 O. D. Maurer, 601 Kentucky avenue
 C. W. Melcher, 102 North Pennsylvania street
 Mark H. Miller, 1030 Lemcke Building
 Winfield C. Miller, 907 Law Building
 I. W. Millikan, 916 Law Building
 Francis M. Montgomery, 503 Lemcke Building
 Charles E. Murphy, care Van Camp Hardware Co.
 James F. Murphy, 121 South Pennsylvania street
 W. H. Oakes, care Parry Auto Company
 George H. Oilar, 205 East Washington street
 Cecil Owen, Linden Hotel
 J. A. Owens, 701 Majestic Building
 Thomas J. Owens, 525 Lemcke Building
 Layton M. Parkhurst, president Parkhurst Company
 John R. Patton, care L. S. Ayres & Co.
 William W. Piel, 813 State Life Building
 I. Pinkus, 205 Pythian Building
 George F. Quick, Continental National Bank
 S. N. Quillen, 1111 Odd Fellows Building
 Martin Rehffuss, Jr., 16 West Maryland street
 Joseph P. Remington, care Eli Lilly Company
 Wilfred J. Rush, care H. J. Heinz Company
 Frank M. Ryan, 21-27 South Illinois street
 Arthur Sanford, 326 American Central Life Building
 J. M. Schearer, Morris & Co., general agent.
 Henry Schlessler, 392 South Senate avenue
 Paul F. Schmidt, 801 Odd Fellows Building
 Louis R. Sereinsky, 1510 West Washington street
 Henry Seyfried, 35 Virginia avenue
 Wesley D. Shea, 1108 Odd Fellows Building
 Arthur L. Smith, secretary Reliable Life Ins. Co.
 H. M. Smith, 416 State Life Building
 Ralph K. Smith, Fletcher National Bank
 W. S. Spring, 205 West South street
 Jacob Straus, 5 North Pennsylvania street
 William E. Stevens, 523 Lemcke Building
 Ira T. Swartz, 201 Odd Fellows Building
 A. H. Taylor, Continental National Bank
 B. W. Thornburg, 20 Pembroke Arcade
 Charles H. Van Cleef, 203 Traction Terminal Building
 Guernsey Van Riper, care Indianapolis Star
 Frank N. Wallace, 93 State House
 S. L. Weaver, 209 West Washington street
 Dr. S. P. Woodard, 544 Newton Claypool Building
 V. L. Wright, 401 West Maryland street
 Rev. William H. Wylie, 2916 North Capitol Avenue

When all the headaches 'neath the sun seem rolled and twisted into one for your especial benefit (or misery, perhaps, would fit the case much better) who's the friend you summon then to give or lend a helping hand? Old Doctor Pill? He'll not make good. Well, then, who will?

PLUTO!

When pulse is slow and eyes are dull and in your rush there comes a lull that tells of something wrong somewhere—of something wrong that needs repair—who is the friend that saves the day and chases “something wrong” away? Who quickens pulse and brightens eyes? Who never fails the man who tries?

PLUTO!

When life seems hardly worth the while and every yard you go's a mile; when skies that once were blue are gray and sunshine passes from the day, a miracle, no less, would serve to bring you back your vim and verve. But, miracles are wrought these days, so don't despair, it never pays!

Try PLUTO!

Pluto Concentrated Spring Water

Bottled only at the famous

Pluto Spring, French Lick, Ind.

All Druggists Have It

In the Club Rooms

That civic center, beginning with the plaza west of the State House, is more than a pipe-dream. The Park Board is for it and is being backed by various business and municipal interests. A special committee of the Civic Art Commission is now studying the experience of other cities in this line of improvement.

Mention children's charities and C. A. McCotter stands up and shouts "Present!"

On November 27 the club paid \$3,000 and interest on its mortgage indebtedness. In five years this debt has been reduced from \$100,000 to \$72,000.

Thanksgiving luncheon was served to 428 at the club November 24; last year, 359.

Walton L. Dynes is the busy president. He speaks softly and doesn't carry a big stick. He can attend three committee meetings at one time.

Claude H. Crowder is of the "Davy Crockett" stripe. "Be sure you're right—then go ahead." Did "Davy" say that? Anyway, that's what Crowder believes.

The Stickney Color Company, of Evansville, and the H. C. Williamson Manufacturing Company have located in Indianapolis recently. The Stickney Color Company has a capital stock of \$20,000 and its plant is located at 616 Davidson street. The H. C. William-

son Manufacturing Company manufactures automobile parts and is in the Industrial Building. Negotiations for these companies were conducted by the New Industries Committee.

Fred M. Ayres lined up twenty-seven automobiles for use in the ceremonies incident to the visit of the Japanese commissioners. Got them single-handed.

It's just 12 o'clock noon when Walter Bertermann sits down to his lunch in the café. You can regulate your watch accordingly. And it's always the same seat. Keep out of it at 12.

A few years ago no club member would confess an interest in chess. To-day fifty members of the club are at it. W. D. Allison, Robert Bryce and J. W. Barnhart comprise the "chess committee." What they say goes in the chess department.

The silver lining is always outside when Sol S. Kiser looks at the clouds. He is a real optimist. Cheerful is the word.

Everything For Every Sportsman

"THE SPORTSMAN'S STORE"

GUS HABICH, 142 E. Washington Street

A Good Christmas Idea

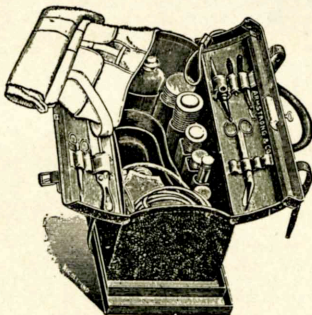
You will doubtless be PUZZLED about WHAT TO GIVE many of your friends, won't you? Why not supply us with their names and addresses and have us send direct an exquisite box of our fine candies. We are sole agents for Allegratti, Huyler's, Gunther's and Fenway Fine Chocolates and Bonbons, priced at 25 cents, 30 cents and 40 cents, half pounds—50 cents, 60 cents and 80 cents in pounds. We also carry the above candies, nicely boxed, in 2-pound, 3-pound and 5-pound attractive packages, priced at the pound ratio. Our two specials are Huder's Fine Mixed, half-pound, 25 cents; one pound, 50 cents, and our well-known Saturday Candy, all chocolates, at 25 cents a pound. All the candy we sell is up to a standard set by us—that of Huder-Made Quality.

"THE DRUG STORE THAT SELLS FOR LESS"

HENRY J. HUDER, Druggist

Two Stores—Pennsylvania and Washington Sts. No. 5 Board of Trade Building, East Ohio St.

Telephone and Mail Orders given immediate attention, just the same as if you bought in person.



Surgeon's Emergency Satchel

"It's The Know How"

OUR TWENTY YEARS' EXPERIENCE as makers and purveyors of Surgical Instruments gives us the right to claim the "know how" to supply the Doctor's needs in our line.

We carry a complete stock of Instruments and Physicians' Supplies and are prepared to make to order SPECIAL Instruments and Apparatus. Shoulder Braces and Braces for Spine, Ankle Joint, Leg and Foot Braces, in all of which the most approved methods of construction will be found.

Elastic Stockings, Knee Caps, Abdominal Belts, etc., for the Cure, Relief or Treatment of Varicose Veins, Weak, Swollen or Ulcerated Limbs, Corpulency, Abdominal Weakness and Tumors.

Wm. H. Armstrong Co.

29 and 31 W. Maryland St. (Grand Hotel Block), Indianapolis, Ind.

WATCH THE GROWTH OF THE

Union National Bank

Deposits

December, 1907, \$798,000.00

December, 1909, 1,550,000.00

Courteous treatment and all liberality consistent
with conservative banking
is what DOES IT

Rent a box in our new Chrome Steel Vault for
your valuables. Only \$3.00 per year

J. M. MCINTOSH, President
W. J. RICHARDS, Vice-President
ROSS H. WALLACE, Cashier
JNO. A. RIDGWAY, Assistant Cashier
W. F. FOX, Assistant Cashier

New York Central Limited

VIA

Big Four Route

Leaves Indianapolis, daily, 2.20 P. M.

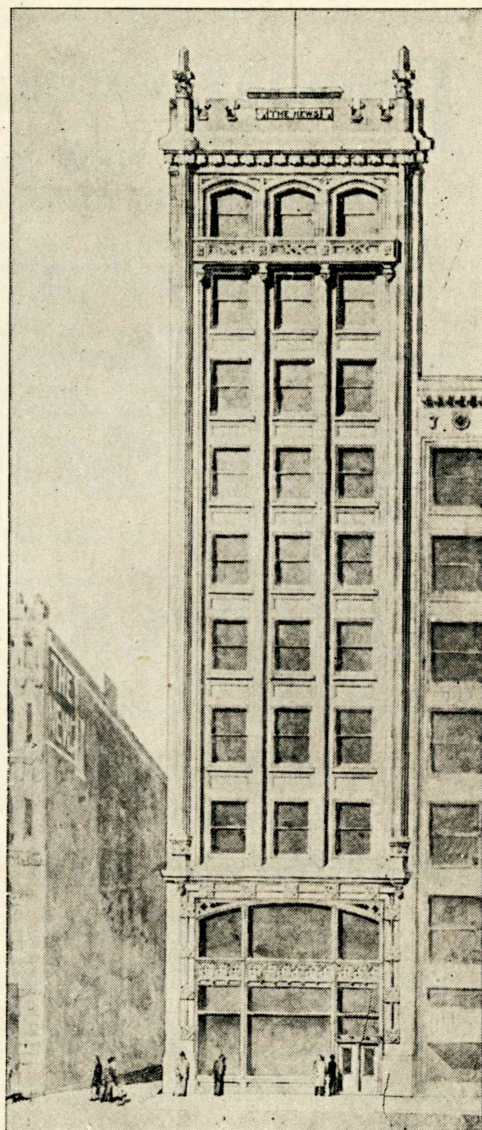
Arrives, New York, 9.45 A. M.

Arrives, Boston, 11.50 A. M.

Solid Pullman Train

With Buffet, Library Car, Compartment, Observation Car, State and Drawing Room Sleepers, Barber Shop, Stenographer, Maid, Valet Service, Market Reports, Daily Papers and Periodicals.

City Ticket Office, 1 East Washington Street
H. R. DALY, General Agent



The New Home for

The Indianapolis News

Now Building

The business and editorial offices will be in this structure; the mechanical plant will be in a separate building to the rear. Both buildings will be fireproof. A limited amount of space in the new building will be available for offices.

Pennsylvania: Short Line from Indianapolis

"THE NEW YORK SPECIAL"

An Independent New York Train from Indianapolis Daily at 1.30 P. M.

THE THROUGH TIME on this new train : From Indianapolis to Columbus, four hours and five minutes; from Indianapolis to Pittsburg, eight and one-half hours; from Indianapolis to New York, eighteen and three-quarters hours. EXTRA FARE from Indianapolis to New York, four dollars (\$4.00).

City Ticket Office, Illinois and Washington Sts., W. W. RICHARDSON, Ass't Gen'l Pass. Agt., Indianapolis

FORMERLY *the* CIRCLE PARK

HOTEL KINGSTON

(EUROPEAN)

No. 35 Monument Place

CONDUCTED BY
MRS. A. J. TRON

ONE FLOOR RESERVED AS

Bachelors' Quarters

Your laundry collected and sent.
Your loose buttons sewed tight.
Your missing buttons replaced.
Your clothes pressed.
Your hose darned.

A Quiet Place in the Business District.
A la Carte Service in the Cafe.
Special Attention to Ladies.

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OF THE INDIANA BAR

Solicitor of
United States and Foreign
Patents

AND COUNSELOR IN PATENT CAUSES

Colorado Bldg.
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Safes and Vaults and Allied Goods

All Kinds and Sizes. Goods First Class. If interested write

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125 East Market Street

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DENTIST

SUITE 805 ODD FELLOW BUILDING, INDIANAPOLIS

ONA B. TALBOT

ANNOUNCES HER SEASON *of* CONCERTS *at* ENGLISH'S OPERA HOUSE

The Boston Opera Company

January Thirty-First

Dr. Ludwig Wuellner & the Cincinnati Symphony Orchestra

February Seventh

Ferruccio Busoni, Pianist

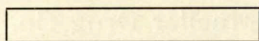
March Seventh

Season Tickets are now being sold at English's Box Office.

Subscriptions for Season Tickets may be mailed to the Ona B. Talbot Concerts, in care of English's Opera House.

Season Tickets: Main Floor, \$8.00; Balcony, first two rows, \$8.00; Balcony, next five rows, \$6.00; Balcony, next six rows, \$5.00; Gallery, reserved, \$3.50.

THE BUSY
MAN MUST
KNOW WHAT
THE WORLD
IS DOING



THE INDIANAPOLIS STAR

Gives him every morning the events
of twenty-four hours up to the minute

ALL THE NEWS TOLD BRIEFLY

Markets and Financial News may be
depended upon as fresh and authentic

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(SUCCESSORS TO D. STEWART CO. GLASS DEPT.)

Plate Glass
Window Glass
Art Glass
Memorial
Windows

GLASS MERCHANTS
& MANUFACTURERS
ALL KINDS OF BUILDING GLASS

Skylight
Cathedral
and
Prism Glass
Mirrors

Numbers 231 to 235 South New Jersey Street, Indianapolis, Ind.



Frank D. Stalnaker, *President* Andrew Smith, *Vice-President*
Gwynn F. Patterson, *Cashier*

Capital National Bank

Capital \$500,000 Surplus and Profits \$298,000

Safe Deposit Boxes \$3.00 per Year and Upward
Your Business Invited

J. F. Wild & Co.

A STATE BANK

Established 1891

Incorporated 1905

The
Oldest Bond House
in Indiana

DEALERS IN ALL LISTED STOCKS
AND BONDS

Invest in our tax-exempt
securities netting from 3.45
to 7 per cent.

We pay 3 per cent. on
daily deposits subject to
check and 4 per cent. on
time deposits.

123 East Market Street

Profitable Publicity

Seventeen years' experience in the solution
of many diverse Advertising Problems has
taught us some things that might be effectively
used in your business.

We prepare Form Letters, Booklets, Catalogs.
We WRITE and place Magazine and Trade
Paper Advertising. Ask us about it.

Chance-Clough Co.

SUITE 1 NEWS BUILDING BOTH TELEPHONES

YB The Popular
Ten-Cent
Cigars

At All First-Class Dealers

Mooney-Mueller Drug Co.

DISTRIBUTORS

Felix T. McWhirter, *President* Felix M. McWhirter, *Cashier*

Peoples State Bank

Law Bldg., 132 East Market St.

The comparative growth below indicates the kind of
service rendered to our growing number of patrons. We
want you and your friends with us.

GROWTH IN RESOURCES

December 31, 1902 . . .	\$121,444.90
December 31, 1904 . . .	\$182,507.57
December 31, 1906 . . .	\$273,033.38
December 31, 1908 . . .	\$279,933.32
November 16, 1909 . . .	\$318,912.29

WOULD BE PLEASED TO HAVE YOU WITH US

Eugene Purtelle & Co.

Stocks, Bonds, Grain

222 LA SALLE STREET, CHICAGO

Members

Chicago Board of Trade St. Louis Merchants Exchange

Private Wires

INDIANAPOLIS OFFICE, 204 Odd Fellow Building

We Specialize in Coppers

Campbell Circular Advertising Company

7 East Market Street
INDIANAPOLIS

PROCESS LETTERS ADDRESSING MAILING

Main 2379 TELEPHONES New 5919

You are invited to call at our office and see samples of this high class work—the modern way of conducting a circular advertising campaign. Our patrons are among the most successful firms, and we refer you to them. Ask to see some Litho-print Letterheads—a perfect imitation of Genuine Lithograph Work.

What Makes a Meal?

A good menu is the first requisite. Companionship and surroundings that harmonize with the food are also essential. The wise man sees that he gets all three. They are to be found at the **Commercial Club Cafe**. The noon lunch brings together each day a company of representative men. You'd enjoy being with them. So would your out-of-town guest. Just try it once.

IF IT'S USED IN AN OFFICE
BURFORD
HAS IT
38 & 40 S. MERIDIAN ST. INDIANAPOLIS, IND.

ALSO

PRINTING LITHOGRAPHING STEEL AND COPPER PLATE ENGRAVING
OFFICE FURNITURE IN WOOD AND STEEL
AGENT FOR "Y and E" FILING DEVICES AND "ALLSTEEL"

38 and 40 South Meridian Street Indianapolis

Mr. Business Man

When You Want to Talk to
10,000 Men
With Money to Spend

You will either hunt them up personally, write to them, or use printer's ink. It would require too much time to see them personally. It would cost considerable to write them individual letters. Then no course is left you but to advertise.

When you seek the publication that will carry your printed proposition to the 10,000 men in Indianapolis, you will find *Forward* and its readers.

Every man of the 10,000 can afford to buy.

The average reader of *Forward* is a property owner with a purchasing power.

Forward's circulation is net value. There is no waste. You pay less per possible buyer than by any other method of seeking patrons.

*Talk to These Men in the
January Forward*